

## Watchdog Education Foundation Minutes

### Board of Directors Meeting

Wednesday, March 2, 2011—4:30 p.m.

### South Campus Conference Room

#### Agenda:

1. Call meeting to order: roll call and establish quorum.

The meeting was called to order at 4:30 p.m. by chairperson Helen Grace and a quorum was established with the following members present: Sue Christensen, Gerald Dahlin, Brian Field, and Nathan Jensen.

2. Adopt agenda. (m)

A motion was made by Nathan and seconded by Gerald to adopt the agenda as written. All members voted aye.

3. Review and approve the minutes from the January 12, 2011 meeting. (m)

A motion was made by Sue and seconded by Nathan to approve the minutes from the January 12, 2011 board meeting. All members voted aye.

4. Review and approve Financial Report. (m)

The financial report was given by WEF treasurer Sue Christensen. The Shanna Rae Christensen Memorial Scholarship is a sub-fund of the Watchdog Foundation and has total net assets of \$5573.33 as of December 31, 2010. The Watchdog Education Foundation is a sub-fund of the Beresford Area Foundation and has total net assets of \$11,188.46 as of December 31, 2010. Additional contributions have been made to the Watchdog Education Foundation and they have been sent to the South Dakota Community Foundation and they will appear on a future financial statement.

A motion was made by Gerald and seconded by Brian to approve the financial report. All members voted aye.

5. Review the two logo contests (Watchdog Education Foundation and Tri-County Bike Tour) and select the winners.

There were no entries submitted for the Watchdog Education Foundation Logo Contest. There were 25 entries submitted by Beresford High School Art students for the Tri-County Bike Tour. The logo contest included the following requirements that had to be incorporated into the logo design: 1) a bicycle; 2) a Watchdog; and 3) the 3 counties of Clay, Lincoln, and Union.

The Board reviewed all entries and selected the overall winner, first runner-up, and second runner-up. The winning entry was Rachel Olson-Baer. First runner-up was Ashlynn Selwyn-Heikkinen. Second runner-up was Sam Wyatt. The overall winner will receive a \$50 gift card. The two runner-ups will each receive a \$20 gift card. Sue will present the awards at the March Art Fair. Brian will submit an article and photo of the three students with their winning entries to the Beresford Republic.

Brian will speak to Rachel Olson-Baer to see if she is interested in designing a logo for the Watchdog Education Foundation. We would like to have the Watchdog incorporated along with an education/school linkage. Gerald will talk with Linda Anderson from the Beresford All-School Reunion Committee to see if the committee would sponsor a Kindle (\$149) as a prize for the creation of a WEF logo.

6. Review the Shanna Rae Christensen Memorial Scholarship applicants and select the scholarship recipient.

Since our meeting was moved up one week, there were no scholarship applicants to review. The scholarship deadline is Friday, March 4. High School guidance counselor Mrs. Pratt believes there will be three seniors submitting applications for the scholarship. When Brian receives the scholarship applicants, he will email the Board PDF copies of each applicant's information along with a rubric to score each application. Brian will then tally the results to determine the 2011 Shanna Rae Christensen Memorial Scholarship recipient. Since the special scholarship fund is new and has not been in existence for one year, there will be no funds that can be

dispersed this spring from the SDCF. Therefore, the Dave and Sue Christensen family will provide this year's \$250 scholarship award.

7. Discuss the Tri-County Bike Tour to be held during "Wheels and Squeals" weekend on Saturday, June 18 at 8:00 a.m.

There will be three bike tours—50 mile, 18 mile, and 5 mile family fun ride. The 50 mile tour will take riders through Union, Clay, and Lincoln counties.

Bike Tour registration and information can be found on our WEF webpage at [www.beresford.k12.sd.us](http://www.beresford.k12.sd.us) by clicking on "community" and then clicking on "Watchdog Education Foundation" and can also be accessed online at [www.allsportcentral.com](http://www.allsportcentral.com). All bike riders are encouraged to register online.

Proceeds from the Bike Tours will be used to support the Shanna Rae Christensen Memorial Scholarship fund, a sub-fund of the Watchdog Education Foundation.

The Board may also secure sponsors for the Tri-County Bike Tours. Sue will work with Sanford on t-shirt designs and orders.

8. Discuss the "Bushels for Education" Campaign.

On March 2, two local farming families donated a total of 700 bushels of corn to our Watchdog Education Foundation's "Bushels for Education" Campaign. Tornberg Farms (Mike and Ann Tornberg and Bruce Tornberg) donated 400 bushels. Larry Young donated 300 bushels. The donations amount to a total of around \$4700 for our WEF.

All of the information regarding our "Bushels for Education" Campaign can be accessed on our Watchdog Education Foundation website, as well as the scrolling announcements on the school website. An article was also placed on the front page of the Beresford Republic informing our community of the campaign.

Once a month, we will also place a “Bin” ad in the Republic to chart our progress for the “Bushels” campaign. Our goal is 5000 bushels. The cost of the ad is being paid for by Gary Vande Vegte, CPA and CMA from Orange City, Iowa. The ad will include his business logo, FCE logo, and Watchdog Education Foundation logo. Brian and Nathan will finalize the “Bushels for Education” ad with Abbe from the Beresford Republic. Abbe has put together a very nice graphic of the ad.

9. Discuss a Watchdog Education Foundation marketing campaign.

Nathan highlighted his work on putting together a marketing campaign for the WEF. His toolbox includes: advertising, events, social media/internet, print materials, and public relations. He also set up a marketing calendar for our campaigns through the spring and into summer, including the “Bushels” campaign and the Tri-County Bike Tour, along with financial goals.

Brian will email the marketing template to our entire Board for their perusal, input and other thoughts and ideas for future campaigns.

Brian is also working with Mike McGill from the Beresford Area Foundation and Ms. Judson from the SDCF to see if our “Bushels” campaign would qualify for the Farrar family match. Right now the match is set up for local community foundations, however, Ms. Judson was going to check with the Farrar family to see if they would extend it to sub-funds of local community foundations. If we would meet a fundraising goal of \$15,000 or \$20,000 in one year, the Farrar family would then donate \$5000. This match could continue for three consecutive years.

10. Review future meeting dates.

- a. June 1, 2011—4:30 p.m.—south campus conference room.

Due to board member conflicts on June 8, the Board moved their regularly scheduled meeting from June 8 to June 1 at 4:30 p.m. in the south campus conference room.

- b. September 14, 2011—4:30 p.m.—south campus conference room.

Due to planning for a Homecoming entry from our WEF and wrapping up our “Bushels for Education” campaign, the Board moved their regularly scheduled meeting from October 12 to September 14 at 4:30 p.m. in the south campus conference room.

The Board also set future meeting dates for the second Wednesdays at 4:30 p.m. in December and March.

#### 11.Recent memorials and thank you notes.

The Watchdog Education Foundation recently received memorials in memory of Merlyn Brosz, long-time principal of Beresford High School. The memorials totaled \$575. Brian will send Mrs. Brosz a thank you for the memorial donations in memory of her husband.

Brian will mail thank you notes to Tornberg Farms and Larry Young for their generous “Bushels” donations to the WEF.

Brian will write a thank you to Ms. Bayer, Art teacher and her art students for their work on the Tri-County Bike Tour Logos.

#### 12.Other Business.

There was no other business discussed.

#### 13.Adjourn. (m)

A motion was made by Gerald and seconded by Sue to adjourn the meeting at 5:25 p.m. All members voted aye.